

Message Text

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PAGE 01 WARSAW 03381 021513Z

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FM AMEMBASSY WARSAW

TO USIA WASHDC

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AMCONSUL POZNAN

AMCONSUL KRAKOW

AMEMBASSY VIENNA

UNCLAS WARSAW 3381

VIENNA FOR RPO

E.O. 11652: N/A

TAGS: SCUL, PL

SUBJECT: FILM PROGRAMMING

1. "TOP HAT", AN AUTHENTIC ADVENTURE IN NOSTALGIA FEATURING FRED ASTAIRE AND GINGER ROGERS, HAD POSSIBLY THE BEST RECEPTION YET IN THE "CLASSICS OF AMERICAN CINEMA" SERIES. CAPACITY AUDIENCES, INCLUDING LEADING CRITICS, JOURNALISTS, AND THEATER PERSONALITIES, FILLED THE EMBASSY THEATER FOR TWO SHOWINGS, MANY ASKED FOR FUTURE PRESENTATIONS OF OTHER FRED ASTAIRE FILM PERFORMANCES. THE AMBASSADOR ALSO HOSTED A REPRESENTATIONAL SCREENING OF "TOP HAT" AT THE RESIDENCE FOR INVITED POLISH AND DIPLOMATIC COMMUNITY GUESTS.

2. IN POZNAN, REPRESENTATIONAL SCREENINGS WERE HELD BY BOTH THE PRINCIPAL OFFICER AND THE BRANCH PAO. AMCONUSL POZNAN REPORTED THAT THE ROGERS-ASTAIRE FILM, LESS TAXING ON THE AUDIENCE'S ENGLISH COMPREHENSION, ATTRACTED A GOOD TURNOUT FROM LOCAL MUSIC AND THEATER CIRCLES. "TOP HAT", ACCORDING TO AMCONSUL POZNAN, WAS "A POWERFUL DRAWING CARD WHICH PERMITTED THE CONSULATE TO STRENGTHEN ITS TIES WITH VIRTUALLY ALL SIGNIFICANT LOCAL ORGANIZATIONS INVOLVED IN THE PERFORMING ARTS".

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PAGE 02 WARSAW 03381 021513Z

3. THE SAME FILM WAS PRESENTED THREE TIMES BEFORE NEAR-

CAPACITY AUDIENCES AT THE CONSULATE THEATER IN KRAKOW, ONCE TO JOURNALIST CONTACTS, AND TWICE TO TEACHERS AND STUDENTS FROM SEVERAL INSTITUTIONS OF HIGHER EDUCATION. AMCONSUL KRAKOW REPORTED, HOWEVER, THAT SOME INVITED GUESTS DID NOT ATTEND BECAUSE THEY PREVIOUSLY HAD SEEN "TOP HAT" ON LOCAL TELEVISION.

4. THE EMBASSY ALSO TOOK ADVANTAGE OF THE USIA-FURNISHED "TRUE GLORY" TO PROGRAM THIS FILM IN THE SAME "CLASSICS" SERIES. AGAIN, A CAPACITY AUDIENCE OF INVITED GUESTS FILLED EVERY SEAT IN THE EMBASSY THEATER FOR THIS SCREENING. ALTHOUGH THE RECENT POLISH TELEVISION SHOWING OF "THE LONGEST DAY" PERHAPS REDUCED THE APPEAL OF THIS DOCUMENTARY, THE FILM WAS WELL-RECEIVED BY THE WARSAW AUDIENCE.

5. IN AN EXAMPLE OF MORE NARROWLY FOCUSED FILM PROGRAMMING, THE "CLIO" COLLECTION OF AWARD-WINNING TELEVISION ADVERTISING WAS PLACED RECENTLY WITH BOTH POLISH TELEVISION AND FILM POLSKI. SPECIALISTS AND MANAGERS EXECUTIVES AT BOTH ORGANIZATIONS CONCERNED WITH ADVERTISEMENT PRODUCTION VIEWED THE FILM AND ENTHUSIASTICALLY PRAISED THE PROFESSIONALISM EXHIBITED BY THE "CLIO" WINNERS.
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